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Via ECFS and Email

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: MB Docket No. 07-148, DTV.gov Transition Partner Consumer Education and Outreach Report

Dear Ms. Dortch:

As a DTV.gov Transition Partner, Discovery Communications, LLC ("Discovery") hereby files its quarterly DTV consumer education and outreach report. This report provides an update of Discovery's efforts to encourage subscribers to embrace the digital world through its provision of diverse, high quality high-definition ("HD") programming, as well as its efforts to educate consumers about the digital transition.

Discovery has historically been a leader in airing digital and HD programming, and has played a major role in creating increased awareness of and demand for such programming. In 2002, Discovery launched Discovery HD Theater, the first 24/7 HD network. Renamed HD Theater in 2007, the network provides compelling, original HD programming on topics such as history, world cultures, geographic exploration, science, technology, wildlife, travel, and nature. Today, HD Theater is one of the most widely distributed HD networks in the United States. It is also the first 24-hour HD network to broadcast all of its content in 1080i and 5.1 digital surround sound.

Discovery's HD networks are widely recognized as among the highest quality HD networks available. HD Theater was noted in the Nielsen "2007 High Definition Survey" as the most watched network for documentaries and was chosen as the network with the best HD picture. In the same study, satellite subscribers named HD Theater as the HD network that they watched most overall. Men responding to the Nielsen study also chose it as the network with the best selection or breadth of HD programming. Moreover, Discovery is playing a significant role in attracting viewers of all socio-economic backgrounds to broadband. The Nielsen study found that Discovery's HD offerings are popular with viewers from many varied backgrounds, including those who have a high school diploma or less, and those who make less than \$50,000 a year.

Discovery recognizes and has responded to the reality that consumers that purchase HD television sets will first go to HDTV channels in order to satisfy the investment they made in digital and HD equipment. Therefore, in order to offer consumers the widest possible variety of

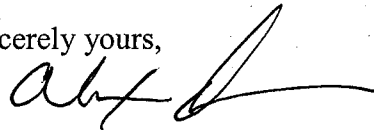
HD programming options, Discovery also offers HD simulcasts of four of its networks, including The Science Channel, Discovery Channel, TLC, and Animal Planet. Consumers are responding to Discovery's efforts. In a 2007 Beta Research Survey, Discovery's Science Channel ranked second in overall interest among adults and also by persons with high interest in HDTV and video on demand.

Discovery's efforts to pull viewers into the digital world also extend to its significant efforts to create original HD content. Discovery has invested millions to bring viewers Emmy-winning programs such as "Planet Earth" and "Discovery Atlas HD," and its phenomenally popular series, "Shark Week." As a result of these efforts, Discovery was recently characterized as "one of the top producers of high definition programming in the world."^{1/}

Discovery has also made significant efforts to inform consumers about the digital transition. Discovery has partnered with the National Cable & Telecommunications Association to air public service announcements (PSAs) about the digital transition on Discovery's networks. This year alone, Discovery's networks already have run over 180 such PSAs. Discovery has also made an effort on its HD programming website, <http://dhd.discovery.com>, to inform consumers about where HD programming is available. The website also has a section informing consumers about the type of equipment needed to receive a digital and HD signal. The website's "How HDTV Works" section educates consumers about the difference between analog, digital, and HD signals and provides information concerning important DTV dates.

Discovery continues its mission to develop and produce high-quality HD content in an effort to drive subscribers to digital programming. It is honored to be a DTV Transition Partner and will continue to update the Commission about its efforts to produce the highest quality digital content and inform consumers about the digital transition.

Sincerely yours,



Alexa Verveer
Senior Vice President, Public Policy & Government
Relations
Discovery Communications, LLC

cc: Monica Shah Desai, Chief, Media Bureau (via email)
Cathy Seidal, Chief, Consumer and Governmental Affairs Bureau (via email)

^{1/} *Discovery Channel's 'Planet Earth,'* MULTICHANNEL NEWS, Apr. 7, 2008 (reporting on the worldwide acclaim that Discovery's Planet Earth series has garnered).